



# NATIONAL RECOVERY ADMINISTRATION

## DIVISION OF REVIEW

### EVIDENCE STUDY

NO. 43

OF

THE WHOLESALE FRUIT AND VEGETABLE

DISTRIBUTIVE INDUSTRY

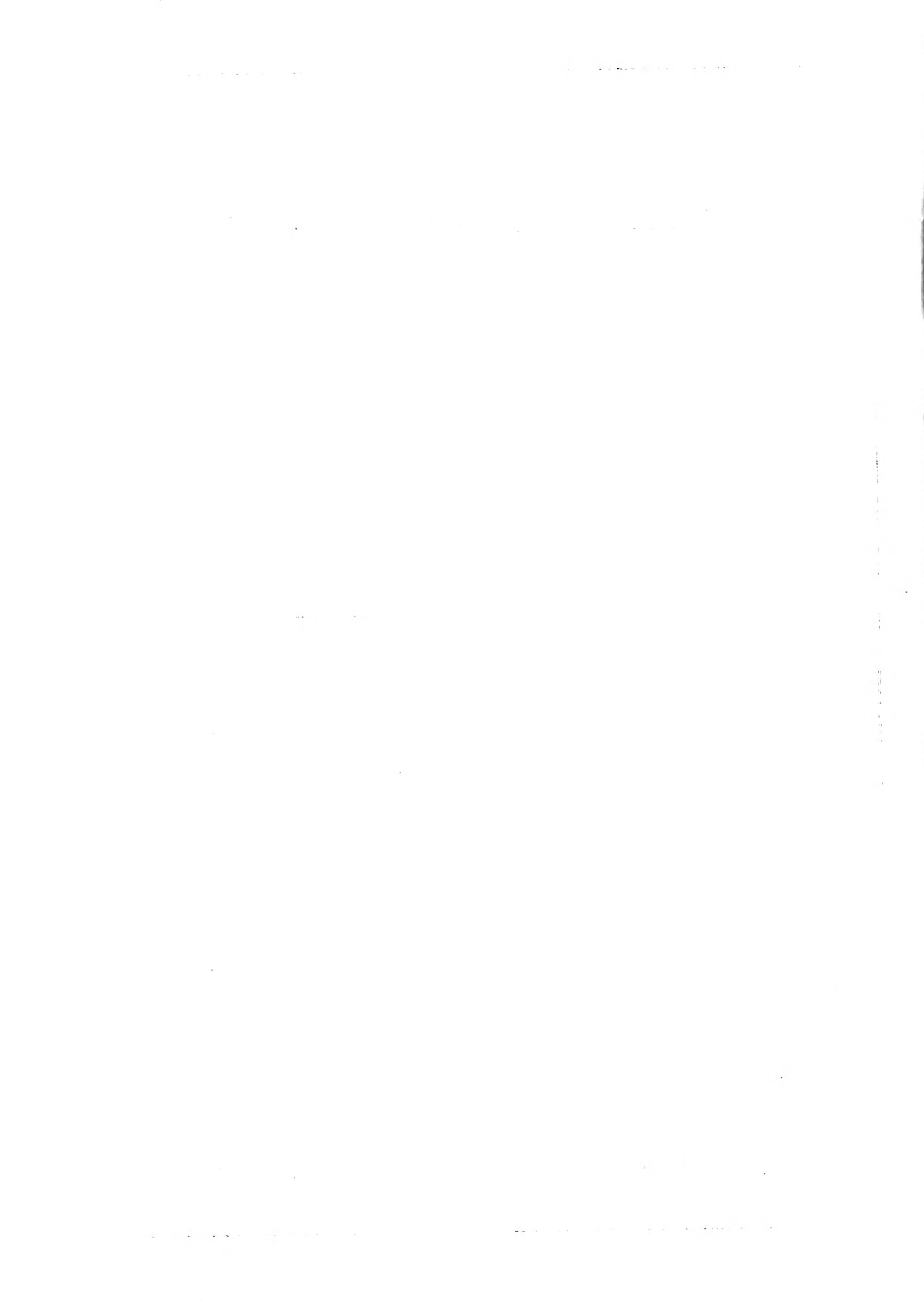
Prepared by

JOHN A. LUCAS

September, 1935

**PRELIMINARY DRAFT**

**(NOT FOR RELEASE: FOR USE IN DIVISION ONLY)**



## THE EVIDENCE STUDY SERIES

The EVIDENCE STUDIES were originally planned as a means of gathering evidence bearing upon various legal issues which arose under the National Industrial Recovery Act.

These studies have value quite aside from the use for which they were originally intended. Accordingly, they are now made available for confidential use within the Division of Review, and for inclusion in Code Histories.

The full list of the Evidence Studies is as follows:

- |                                     |   |
|-------------------------------------|---|
| 1. Automobile Manufacturing Ind.    | 23. Mason Contractors Industry                |
| 2. Boot and Shoe Mfg. Ind.          | 24. Men's Clothing Industry                   |
| 3. Bottled Soft Drink Ind.          | 25. Motion Picture Industry                   |
| 4. Builders' Supplies Ind.          | 26. Motor Bus Mfg. Industry (Dropped)         |
| 5. Chemical Mfg. Ind.               | 27. Needlework Ind. of Puerto Rico            |
| 6. Cigar Mfg. Industry              | 28. Painting & Paperhanging & Decorating      |
| 7. Construction Industry            | 29. Photo Engraving Industry                  |
| 8. Cotton Garment Industry          | 30. Plumbing Contracting Industry             |
| 9. Dress Mfg. Ind.                  | 31. Retail Food (See No. 42)                  |
| 10. Electrical Contracting Ind.     | 32. Retail Lumber Industry                    |
| 11. Electrical Mfg. Ind.            | 33. Retail Solid Fuel (Dropped)               |
| 12. Fab. Metal Prod. Mfg., etc.     | 34. Retail Trade Industry                     |
| 13. Fishery Industry                | 35. Rubber Mfg. Ind.                          |
| 14. Furniture Mfg. Ind.             | 36. Rubber Tire Mfg. Ind.                     |
| 15. General Contractors Ind.        | 37. Silk Textile Ind.                         |
| 16. Graphic Arts Ind.               | 38. Structural Clay Products Ind.             |
| 17. Gray Iron Foundry Ind.          | 39. Throwing Industry                         |
| 18. Hosiery Ind.                    | 40. Trucking Industry                         |
| 19. Infant's & Children's Wear Ind. | 41. Waste Materials Ind.                      |
| 20. Iron and Steel Ind.             | 42. Wholesale & Retail Food Ind. (See No. 31) |
| 21. Leather                         | 43. Wholesale Fresh Fruit & Veg.              |
| 22. Lumber & Timber Prod. Ind.      |   |

In addition to the studies brought to completion, certain materials have been assembled for other industries. These MATERIALS are included in the series and are also made available for confidential use within the Division of Review and for inclusion in Code Histories, as follows:

- |                                    |  |
|------------------------------------|--|
| 44. Wool Textile Industry          | 49. Household Goods & Storage, etc.(Dropped) |
| 45. Automotive Parts & Equip. Ind. | 50. Motor Vehicle Retailing Trade Ind.       |
| 46. Baking Industry                | 51. Retail Tire & Battery Trade Ind.         |
| 47. Canning Industry               | 52. Ship & Boat Bldg. & Repairing Ind.       |
| 48. Coat and Suit Ind.             | 53. Wholesaling or Distributing Trade        |

L. C. Marshall  
Director, Division of Review



# CONTENTS

	<u>Page</u>
Foreword.....	1
CHAPTER I - THE NATURE OF THE INDUSTRY.....	2
Definition and Brief Description of the Industry .....	2
Total Number of Establishments .....	2
Number of Establishments by States .....	2
Number of Establishments Classified by Number of Units in Organization.....	3
Establishments Classified According to Number of Employees.....	4
Net Sales of the Industry.....	4
Capital Investment in the Industry.....	4
Number of Failures and Amount of Liability Involved.....	4
CHAPTER II - LABOR STATISTICS.....	6
Total Number of Employees.....	6
Number of Employees, by States.....	6
Total Annual Wages and Salaries.....	6
Wages Paid, by States.....	6
Weekly Hours.....	7
Labor Cost.....	7
CHAPTER III - DISTRIBUTION.....	9
General.....	9
Volume of Shipments.....	9
Shipments by States.....	10
Net Sales by States.....	10
Interstate Shipments.....	11
Potatoes.....	12
Lettuce.....	12
Oranges.....	13
Grapes.....	13
Grapefruit.....	13
Tomatoes.....	13
Exports.....	15
Volume.....	15
Value.....	15
Imports.....	17
Volume.....	17
Value.....	17
CHAPTER IV - GENERAL INFORMATION.....	20
Trade Associations.....	20
Labor Organization in the Industry.....	20
List of Experts.....	20



# TABLES

		<u>Page</u>
TABLE	I - Number of Establishments, by Principal States, 1929 and 1933.....	3
TABLE	II - Establishments Classified by Number of Units in Organization - 1929.....	3
TABLE	III - Percentage Distribution of Members of the Industry, Classified According to Number of Em- ployees, June 16, 1934.....	4
TABLE	IV - Number of Failures and Amount of Liabilities Involved, 1930-1934.....	5
TABLE	V - Number of Employees, by States, 1929.....	6
TABLE	VI - Wages Paid to Employees, by States, 1929.....	7
TABLE	VII - Labor Cost and Total Expenses Com- pared with Total Value of Sales, 1929 and 1933.....	7-8
TABLE	VIII - Carlot Shipments of Fresh Fruits and Vegetables, 1929-1934.....	9
TABLE	IX - Rail and Water Shipments of Fruits and Vegetables, by States.....	10
TABLE	X - Net Sales by States, 1929.....	10-11
TABLE	XI - Carlot Shipments of Specified Commodities as Percentages of Total Fresh Fruit and Vegetable Shipments.....	11
TABLE	XII - Proportion of Specified Fruits and Vegetables Marketed in Five Principal Consuming Cities, 1934.....	12
TABLE	XIII - Proportion of Two Florida Fruits Marketed in Five Principal Consuming States, 1934.....	12
TABLE	XIV - Carlot Unloads at New York City, by Commodity and Principal Source, 1934.....	14





# TABLES (Cont'd)

	<u>Page</u>
TABLE XV - Quantity of Principal Exports of Fresh Fruits and Vegetables, 1931-1934.....	15
TABLE XVI - Value of Exports of Fresh Fruits and Vegetables, 1931-1934.....	16
TABLE XVII - Quantity of Principal Imports of Fresh Fruits and Vegetables, 1931-1934.....	18
TABLE XVIII - Value of Imports of Fresh Fruits and Vegetables, 1931-1934.....	19

-oOo-



WHOLESALE FRESH FRUIT AND VEGETABLE  
DISTRIBUTIVE INDUSTRY

Foreword

There is a scarcity of information for this Industry, except for the data collected by the Department of Agriculture concerning the shipment of agricultural commodities, and the general information collected by the Census Bureau in 1929 and 1933. In connection with the Census data used in this study, it should be noted that while the 1929 Census covered all establishments, in 1933 only wholesalers with annual net sales of \$1,000 or more and assemblers with sales of \$500 or more, were included. This tends to exaggerate the extent of the decline, in annual data, from the year 1929 to 1933. It must also be noted that the Census data are more comprehensive than the Code coverage, in that they include assemblers, packers, etc., who are excluded from the Code by definition. What proportion of the Census total actually comes under the Code cannot be stated.

The section on "Interstate Shipments" in Chapter III can be greatly enlarged on the basis of data available at the Bureau of Agricultural Economics, if this is considered desirable.

Because of the nature of the Industry, no section on raw materials is included, and, because of the lack of data, the section on trade practices is also omitted.



THE NATURE OF THE INDUSTRY

Definition and Brief Description of the Industry

Code Number 17, signed on June 29, 1934, and effective July 16, 1934, defines the Industry in Section 1 of Article II, as follows:

"The terms 'Wholesale Fresh Fruit and Vegetable Distributive Industry' and 'Industry' as used herein include shipping receiving, selling or buying, or offering to sell or buy, either as principal or agent, fresh fruits and fresh vegetables in wholesale quantities, but shall not include the sale or distribution of fresh fruits or fresh vegetables other than to a trade buyer. The Industry as defined shall not include the production nor preparation, assembling, or loading at point of production of commodities for shipment, nor shall anything in this Code or regulations thereunder prevent anyone from marketing or trading produce of his farm."

The products involved in this Industry are entirely of an agricultural nature consisting principally of apples, berries, cabbage, grapefruit, grapes, lettuce, onions, oranges, pears, peaches, white and sweet potatoes, and tomatoes. The chief distributive factors involved are the following: auctions, brokers, chain-buying agencies, commission merchants, cooperative associations, motor truck distributors, jobbers, and wholesalers.

Total Number of Establishments

The Wholesale Census of Distribution reported 11,194 establishments engaged in this business in 1929, while the Census of American Business reported 9,083 establishments for 1933, a decrease of about 19 per cent from 1929. No data are available for 1931.

According to the Bureau of Agricultural Economics of the U. S. Department of Agriculture, there were on July 22, 1935, 15,944 establishments licensed under the Perishable Agricultural Commodities Act of 1930. Comparative figures for corresponding dates are as follows:

1934 (July 21)	15,488
1933 (July 22)	14,238
1932 (July 23)	15,281

In the year 1933, for which both the Census data and the license data are available, the license figure is considerably higher than the Census figure for the reason that canners and other food processors, as well as some brokers who negotiate purchases in interstate commerce and whose activities are not covered by the Census classification, are included under the Perishable Commodities Act.

Number of Establishments by States

The distribution of wholesale establishments in 1929 and 1933 is shown in Table I for the leading states. California and New York are easily the



most important states. The decline in number of establishments from 1929 to 1933 was more marked in New York than in California with the result that New York yielded first place to California in the latter year.

TABLE I

Number of Establishments, by Principal States, 1929 and 1933

State	Number of Establishments	
	1929	1933
U. S. Total	11,194	9,083
California	1,072	1,161
Illinois	610	491
Massachusetts	362	301
Missouri	458	311
New York	1,453	1,143
Ohio	383	358
Pennsylvania	946	611
All other states	5,910	4,707

Source: Census of Wholesale Distribution, 1929;  
Census of American Business, 1933; 1933  
 data do not include wholesalers whose  
 annual net sales were less than \$1,000,  
 or assemblers with sales of less than  
 \$500.

Establishments Classified by Number of Units in Organization

The Census of Wholesale Distribution for 1929 reported information concerning the number of establishments in organizations having one or more units. As is shown in Table II, by far the majority of the establishments were in one-unit organizations.

TABLE II

Establishments Classified by Number of Units in  
Organization - 1929

Number of Units in Organization	Number of Establishments
All establishments	11,194
1	9,020
2	388
3 to 5	420
6 to 25	504
25 to 100	538
Over 100	2
More than 1, but unknown	322

Source: Census of Wholesale Distribution, 1929.





## Establishments Classified According to Number of Employees

Sample questionnaire data recently compiled by NRA for 6,209 employees from 985 establishments in the Industry indicate the distribution of establishments by number of employees. From the data presented in Table III it can be seen that the Industry is composed of small-size establishments -- over half of the members employing less than 5 workers.

TABLE III

Percentage Distribution of Members of the Industry, Classified  
According to Number of Employees, June 16, 1934

Number of Employees	Per Cent of Establishments with Specified Number of Employees
All establishments	100.0
None	3.3
1 and under 5	56.1
5 and under 10	22.1
10 and under 20	12.5
20 and under 40	4.7
40 and under 80	1.2
80 and over	.1

Source: Compiled by NRA, Research and Planning Division, from special questionnaires.

## Net Sales of the Industry

Net sales in 1933 totaled \$1,733,284,000 compared with \$3,252,975,000 in 1929, or a decrease of about 47 per cent.

The Industry ranked third among wholesale trades, and during 1933 its net sales were exceeded only by wholesale petroleum and grocery distributors.

## Capital Investment in the Industry

A number of sources were consulted for data on the capital investment in the Industry, but no information could be obtained.

## Number of Failures and Amount of Liability Involved

A special tabulation made by Dun and Bradstreet indicates that the number of failures in the Industry as defined by the Code more than doubled from 1930 to 1933, with a marked decline in 1934. The amount of liabilities involved nearly quadrupled from 1930 to 1933, but declined somewhat in 1934. (See Table IV).



TABLE IV

Number of Failures and Amount of Liabilities Involved,  
1930 - 1934

Year	Number of Failures	Amount of Liabilities Involved
1930	49	\$ 668,250
1931	55	790,500
1932	75	2,358,526
1933	109	2,596,398
1934	63	2,204,757

Source: Dun and Bradstreet; special compilation sent by letter to the  
NRA, Research and Planning Division.



## CHAPTER II

### LABOR STATISTICS

#### Total Number of Employees

The Bureau of the Census reported 92,799 employees engaged in this Industry in 1929, compared with 55,418 employees in 1933, or a decrease of about 40 per cent. Figures received from the office of the former Code Authority from 985 identical firms indicate that for the week of June 16, 1934, shortly before the Code was signed, 6,209 employees were reported, compared with 6,247 on October 20, 1934, several months after the Code was signed.

#### Number of Employees, by States

The Distribution Census reported 1929 employment figures, by states, as presented in Table V. California employed by far the largest number of workers -- nearly one-fourth of the total reported. Comparable figures for other years are not available.

TABLE V

#### Number of Employees, by States, 1929

State	Number of Employees
U. S. Total	92,799
California	21,227
Illinois	4,403
Massachusetts	2,399
Missouri	2,433
New York	8,465
Ohio	2,661
Pennsylvania	4,044
All other states	47,167

Source: Census of Wholesale Distribution, 1929.

#### Total Annual Wages and Salaries

Annual wages and salaries in this Industry as reported by the U. S. Bureau of the Census for 1929 totaled \$123,628,000 compared with \$79,032,000 in 1933. Part-time wages and salaries during 1933 totaled \$12,685,000. Corresponding figures for 1934 are not available.

#### Wages Paid, by States

Wages paid in leading states in 1929 are shown in Table VI. The wide variation in wage rates in different states is indicated by the fact that although New York employs only two-fifths as many employees as California, its annual wage bill is four-fifths as large.



TABLE VI

Wages Paid to Employees, by States, 1929

State	Wages (In thousands)
U. S. Total	\$123,628
California	24,576
Illinois	9,441
Massachusetts	4,304
Missouri	3,540
New York	19,173
Ohio	4,548
Pennsylvania	6,459
All other states	51,505

Source: Census of Wholesale Distribution, 1929.

Weekly Hours

No data are available on hours of work, except those gathered in two surveys conducted by the IFA in June 1933, and June and October 1934. In the middle of June 1933, average weekly hours of all employees were 54.1. By June 1934, they had declined to 43.3, and in October they were 42.9.

Labor Cost

As shown in Table VII, the total labor cost in handling wholesale fresh fruits and vegetables, as reported by the Census of Distribution, was \$123,628,000 in 1929, compared with \$79,032,000, in 1933, or a decrease of 36 per cent. The total labor cost in 1929 was 2.6 per cent of the total sales, compared with 4.6 in 1933. Total expenses in 1929 were \$260,538,000, compared with \$174,646,000, in 1933, or a decrease of about 33 per cent. Total expenses were 8 per cent of the sales in 1929, and 10.1 per cent in 1933.

TABLE VII

Labor Cost and Total Expenses Compared with  
Total Value of Sales, 1929 and 1933

Year	Total Value of Sales (000's)	Total Labor Cost		Total Expenses a/	
		Amount (000's)	Per Cent of Sales	Amount (000's)	Per Cent of Sales
1929	\$5,352,976	\$123,628	2.6	\$260,538	8.0
1933	1,733,284	79,032	4.6	174,646	10.1

Source: Census of Wholesale Distribution, 1929; and Census of American Business, 1933; 1933 data do not include wholesalers whose annual net sales were less than \$1,000, or assemblers with sales of less than \$500.

(Cont'd. on following page)





TABLE VII  
(Cont'd)

a/ Includes all expenses paid by the reporting wholesale establishments. It covers total payroll, and all other expenses incurred in the operation of the business, such as traveling and other expenses of salesmen, rent paid for the premises, interest, advertising expenses, credit and collection expense including losses from bad debts, insurance, certain taxes, light, heat, power, postage, etc. Neither capital investment, (land, buildings, fixtures, and the like) nor the cost of goods sold is included.



# CHAPTER III

## DISTRIBUTION

### General

The bulk of fresh fruit and vegetable shipments at one stage or another in their progress to a final market are of an interstate nature.

The data in the section on "Interstate Shipments" give some indication of the interstate nature of the Industry. They do not, however, make as complete and conclusive a case as might be made by use of the vast amount of material available from the Bureau of Agricultural Economics. To utilize these materials properly, however, a considerable amount of time must be expended to compile them into suitable form. The tables herein presented are merely a sample of what can be obtained if desirable.

### Volume of Shipments

According to the Bureau of Agricultural Economics of the Department of Agriculture, carlot shipments of fresh fruits and vegetables from 1929 to 1934 ranged from 1,066,400 carlots in 1929 to 786,460 carlots in 1933; in 1934, 825,097 carlots were shipped. These figures include boat shipments reduced to carlot equivalents, but they do not include shipments by motor truck. (See Table VIII).

TABLE VIII

Carlot Shipments of Fresh Fruits and Vegetables,  
1929-1934

Year	Carlots <u>a/</u>	Year	Carlots <u>a/</u>
1929	1,066,400	1932	633,828
1930	1,044,408	1933	786,460
1931	1,013,012	1934	825,097

Source: Bureau of Agricultural Economics,  
"Carlot Shipments of Fruits and Vegetables by Commodities, States and Months, 1934".

a/ Including boat shipments reduced to carlot equivalents, but not motor truck shipments.

During recent years the shipments by truck have increased very rapidly. Although no complete official figures are available, authorities in the Industry estimate that the annual tonnage moved by trucks ranges from 30 to 35 per cent of the total.

The movement by water has likewise increased rapidly during recent years, as evidenced by the following boat shipment figures submitted by



the Bureau of Agricultural Economics:

1932 - 20,184 carlots  
1933 - 32,119 carlots  
1934 - 41,959 carlots

Shipments by States

Shipments by rail and water from the principal producing states are shown in Table IX. The data include shipment of dried, as well as fresh fruits and vegetables, but the former constitute only from one to two per cent of the total. The table shows the marked degree of concentration of shipments from the two states, California and Florida.

TABLE IX  
Rail and Water Shipments of Fruits and Vegetables,  
by States  
(In thousands of carlot equivalents)

State	1929	1931	1933	1934
U. S. Total	1,074.1	1,023.3	798.5	834.6
California	298.8	282.1	233.2	246.5
Florida	109.7	118.0	103.9	101.6
Maine	53.2	48.1	49.8	50.4
New York	54.2	54.6	38.2	33.3
Texas	51.9	58.3	36.6	43.7
Virginia	57.3	46.1	27.4	29.7
Washington	58.6	56.8	45.1	51.3
All other	390.4	359.3	264.3	278.1

Source: Bureau of Agricultural Economics, op. cit.

Net Sales by States

The distribution of sales in 1929 by the 7 leading states is shown in Table X. New York State accounted for more than a fifth of total sales in that year and California was second in importance, accounting for more than one-eighth of the total.

TABLE X  
Net Sales by States, 1929

State	Sales (In thousands)
U. S. Total	\$3,252,976
California	437,567
Illinois	304,188
Massachusetts	139,083
Missouri	112,411

(Continued on next page)



TABLE X (Cont'd)

State	Sales (In thousands)
New York	686,504
Ohio	140,497
Pennsylvania	246,165
All other states	1,186,561

Source: Census of Wholesale Distribution, 1929

### Interstate Shipments

The large proportion of fresh fruits and vegetables shipped across state borders in 1934 is indicated by the data in Tables XII and XIII. The importance of the 6 commodities specified in these 2 tables is shown by the fact that they comprised over 50 per cent of all the fresh fruits and vegetables shipped in 1934. Table XI shows the relative importance of each crop.

TABLE XI

Carlot Shipments of Specified Commodities as Percentages  
of Total Fresh Fruit and Vegetable Shipments, 1934

Commodity	Carlots <u>a/</u>	Per Cent of Total
Potatoes	223,507	27.1
Oranges <u>b/</u>	84,938	10.3
Lettuce <u>c/</u>	44,145	5.4
Grapes	32,480	3.9
Tomatoes	25,226	3.1
Grapefruit	20,558	2.5
Total, 6 commodities	430,854	52.3
All others	394,243	47.7
Total, fresh fruits and vegetables	825,097	100.0

Source: Bureau of Agricultural Economics, "Carlot Shipments of Fruits and Vegetables, by Commodities, States, and Months, 1934."

a/ Includes boatloads reduced to carlot equivalents, but not truck shipments.

b/ Includes Romaine.

c/ Includes Satsumas.

The following tables show the amount of a given fruit or vegetable received in 5 important consumption areas outside the state of origin, compared with the total marketed.





TABLE XII

Proportion of Specified Fruits and Vegetables Marketed in  
Five Principal Consuming Cities, 1934

Commodity and State of Origin	Total Carlots <u>a/</u> Marketed	Carlots <u>a/</u> Unloaded in Five Principal Consuming Cities Outside State of Origin	
		Number	Per Cent of Total Marketed
Grapes (California)	30,730	14,593	47.5
Tomatoes (Florida)	7,817	3,660	46.8
Potatoes (Maine)	50,012	22,130	44.2
Lettuce (California)	34,075	13,376	39.3

Source: Compiled by NRA from data of Bureau of Agricultural Economics.

a/ Includes boatloads reduced to carlot equivalents, but not  
truck shipments.

TABLE XIII

Proportion of Two Florida Fruits Marketed in Five Principal  
Consuming States, 1934

Fruit	Total Carlots <u>a/</u> Marketed	Carlots <u>a/</u> Received <u>b/</u> in Five Principal Consuming States Excluding Florida	
		Number	Per Cent of Total Marketed
Oranges	27,792	20,987	75.5
Grapefruit	14,402	10,252	71.2

Source: Compiled by NRA from data of Bureau of Agricultural Economics.

a/ Includes boatloads reduced to carlot equivalents, but  
not truck shipments.

b/ Includes receipts for reshipment.

Further indication of the extent of interstate shipment of the above  
mentioned fruits and vegetables is furnished by data showing the state of  
origin of these commodities unloaded in New York City in 1934. (See Table  
XIV.) In the case of each commodity mentioned, more than 90 per cent of  
the quantity received in New York came from not more than 2 to 5 sources.

Potatoes. - During 1934, 18,647 cars of potatoes were received at  
New York City, of which 90.5 per cent came from the following 5 states:  
Maine, North Carolina, South Carolina, Virginia, and Florida.

Lettuce. - Lettuce totaling 6,790 cars was received at New York  
City in 1934, of which four states, Arizona, California, Florida, and  
Washington furnished 6,237 cars, or 91.9 per cent of the total.



Oranges. - During 1934, 17,889 cars of oranges were received at New York City, of which 17,826, or 99.6 per cent, came from California and Florida.

Grapes. - During 1934, New York received 8,767 cars of grapes, of which 7,796 cars were from California and Pennsylvania; imports included 430 cars from the Argentine, 50 cars from Chile, and 430 cars from Spain. These 5 sources accounted for 99.3 per cent of the total received.

Grapefruit. - Shipments of grapefruit received in New York in 1934 totaled 6,249 cars, of which practically 100 per cent came from the 5 sources listed.

Tomatoes. - Shipments of tomatoes into New York City during 1934 totaled 5,926 cars, of which 3,728 cars were from California, Florida, Mississippi, and Texas, with 1,646 cars from Cuba. These 5 sources accounted for 90.7 of all the tomatoes received.



TABLE XIV

Carlot Unloads at New York City, by Commodity and  
Principal Source, 1934

Commodity and Source	Carlots <sup>a/</sup>	Commodity and Source	Carlots <sup>a/</sup>
<u>Potatoes</u>		<u>Grapes</u>	
Maine	10,472	California	7,624
North Carolina	1,459	Pennsylvania	172
South Carolina	1,097	Argentina	430
Virginia	1,705	Chile	50
Florida	2,136	Spain	430
Total, above sources	16,869	Total, above sources	8,706
Total receipts	18,647	Total receipts	8,767
Per cent supplied by above sources	90.5	Per cent supplied by above sources	99.3
<u>Lettuce</u>		<u>Grapefruit</u>	
Arizona	834	California	100
California	4,889	Florida	5,171
Florida	376	Texas	17
Washington	138	Cuba	219
		Puerto Rico	741
Total, above sources	6,237	Total, above sources	6,248
Total receipts	6,790	Total receipts	6,249
Per cent supplied by above sources	91.9	Per cent supplied by above sources	100.0
<u>Oranges</u>		<u>Tomatoes</u>	
California	7,662	California	781
Florida	10,164	Florida	1,409
		Mississippi	565
		Texas	973
		Cuba	1,646
Total, above sources	17,826	Total, above sources	5,374
Total receipts	17,889	Total receipts	5,926
Per cent supplied by above sources	99.6	Per cent supplied by above sources	90.7

Sources: Bureau of Agricultural Economics, "Carlot Unloads of Fresh Fruits and Vegetables, 1934."

<sup>a/</sup> Including boatloads reduced to carlot equivalents, but not truck shipments.



## Exports

Volume. - The principal exports of fresh fruits from the United States in 1934 consisted of grapefruit, oranges, apples, grapes, lemons, pineapples, peaches, berries, and pears.

By types, the 1934 exports of these fruits were as follows: Grapefruit, 958,000 boxes; lemons, 227,000 boxes; oranges, 3,318,000 boxes; pineapples, 26,750 boxes; apples, 7,355,000 boxes; also 417,000 baskets and 766,000 barrels; berries, 7,899,000 pounds; grapes, 35,136,000 pounds; pears, 106,831,000 pounds, and peaches, 5,146,000 pounds.

Exports of fresh vegetables in 1934 consisted chiefly of white potatoes and onions. Exports of potatoes totaled 1,171,000 bushels, and onions, 327,000 bushels. (See Table XV).

Value. - A quantitative comparison cannot be made of course between items having different units of measure. The exports mentioned above are all expressed in terms of value, however, in Table XVI. From this table it can be seen that in 1934 apples were by far the most important item exported - exports of apples in boxes, baskets and barrels amounting in all to a little more than \$14,000,000 out of the total \$32,707,000 worth of fruit exports. Oranges, pears and grapefruit were next in importance in the order mentioned. The most important vegetable export, potatoes, accounted for \$802,000 of the total \$3,907,000 worth of vegetables exported.

TABLE XV

Quantity of Principal Exports of Fresh Fruits and Vegetables,  
1931-1934

Articles	Unit (In thousands)	1931	1932	1933	1934
<u>Fruits</u>					
Grapefruit	boxes	1,341	1,022	968	959
Lemons	boxes	258	218	168	227
Oranges	boxes	4,849	3,129	3,399	3,318
Pineapples	boxes	53	28	15	27
Apples (in boxes)	boxes	9,966	10,220	7,244	7,355
Apples (in baskets)	baskets	--	310	286	417
Apples (in barrels)	barrels	2,606	2,130	1,173	766
Berries	pounds	7,089	6,154	7,200	7,899
Grapes	pounds	28,876	28,337	27,226	35,136
Pears	pounds	103,416	112,607	105,210	106,831
Peaches	pounds	10,897	3,603	2,782	5,146
<u>Vegetables</u>					
Potatoes (white)	bushels <u>a/</u>	1,060	912	719	1,171
Onions	bushels <u>b/</u>	562	435	414	327

Source: Bureau of Foreign and Domestic Commerce, as published in the Statistical Abstract.

a/ Bushels of 60 pounds.

b/ Bushels of 57 pounds.





TABLE XVI

Value of Exports of Fresh Fruits and Vegetables,  
1931-1934  
(In thousands)

Article	1931	1932	1933	1934
<u>Fruits</u>				
Total	\$ 56,249	\$39,104	\$28,412	\$32,707
Grapefruit	3,961	2,396	2,181	2,177
Lemons	1,107	819	628	897
Oranges	13,255	7,112	6,665	8,227
Pineapples	155	61	38	72
Apples (in boxes)	17,608	13,102	8,318	10,187
Apples (in baskets)	---	499	414	698
Apples (in barrels)	11,552	8,816	4,365	3,116
Berries	742	438	411	567
Grapes	1,461	1,060	979	1,541
Pears	4,510	3,994	3,696	4,077
Peaches	339	106	95	170
Other fresh fruits	1,559	701	622	978
<u>Vegetables</u>				
Total	5,706	3,438	3,213	3,907
Potatoes (white)	901	557	659	808
Onions	577	304	293	346
Other fresh vegetables	4,228	2,577	2,261	2,753
Grand Total	61,955	42,542	31,625	36,614

Source: Bureau of Foreign and Domestic Commerce, as published in the  
Statistical Abstract



## Imports

Volume. - Imports of fresh fruits during 1934 consisted chiefly of the following: bananas, 47,679,000 bunches; grapefruit, 7,645,000 pounds; lemons, 1,916,000 pounds; limes, 5,852,000 pounds; berries in natural state or in brine, 4,091,000 pounds; cherries, natural, sulphured, or in brine, 1,810,000 pounds; grapes, 666,000 cubic feet.

During 1934, imports of fresh vegetables consisted chiefly of the following: beans, green or in brine, 4,546,000 pounds; green peas, 4,575,000 pounds; potatoes, white or Irish, 92,293,000 pounds; garlic, 4,683,000 pounds; turnips, 88,562,000 pounds; tomatoes, natural state, 55,018,000 pounds; onions, 5,213,000 pounds. (See Table XVII.)

Value. - As already indicated, comparison of items expressed in different units of measure is not possible. From Table XVIII, however, it can be seen that the dollar volume of our imports of fruit is much larger than in the case of vegetables. In 1934 the fruit imports totaled \$27,387,000, while only \$4,419,000 worth of vegetables were imported. It has been computed that bananas accounted for nearly 85 per cent of the fruit imports. Peas and tomatoes each accounted for a little more than one-fourth of the total imports of vegetables.



TABLE XVII

Quantity of Principal Imports of Fresh Fruits and Vegetables,  
1931-1934

Article	Unit (In thousands)	1931	1932	1933	1934
<u>Fruits</u>					
Bananas	bunches	55,854	49,457	39,613	47,679
Grapefruit	pounds	8,957	7,101	2,267	7,645
Lemons	pounds	20,059	7,714	8,534	1,916
Limes	pounds	5,718	4,187	3,278	5,832
Apples	bushels <sup>a/</sup>	36	54	7	16
Berries (natural or in brine)	pounds	3,455	2,797	4,025	4,091
Cherries (natural, sul- phured or in brine)	pounds	7,099	3,886	1,341	1,810
Grapes	cubic feet	232	248	260	666
<u>Vegetables</u>					
Beans (green or in brine)	pounds	5,810	7,322	5,625	4,346
Peas (green)	pounds	21,074	16,628	10,034	4,575
Potatoes (white or Irish)	pounds	274,013	43,615	70,803	92,293
Garlic	pounds	5,657	6,568	6,398	4,683
Turnips	pounds	92,838	95,343	96,667	88,562
Tomatoes (natural state)	pounds	103,556	119,140	58,134	55,018
Onions	pounds	7,684	33,240	3,596	5,213

Source: Bureau of Foreign and Domestic Commerce, as published in the  
Statistical Abstract.

<sup>a/</sup> Bushels of 50 pounds.



TABLE XVIII

Value of Imports of Fresh Fruits and Vegetables,  
1931-1934  
(In thousands)

Article	1931	1932	1933	1934
<u>Fruits</u>				
Total	\$35,142	\$28,297	\$22,855	\$27,387
Plantains	159	167	149	172
Bananas	29,427	24,701	20,205	24,104
Grapefruit	208	165	44	126
Lemons	560	209	198	50
Limes	212	131	95	164
Pineapples (natural state)	1,958	917	638	726
Apples	54	100	7	17
Berries (natural or in brine)	238	189	206	255
Cherries (natural, sulphured or in brine)	707	281	83	133
Grapes	500	466	359	647
Other fruits (natural, prepared, or preserved)	1,119	971	871	993
<u>Vegetables</u>				
Total	9,610	7,229	4,671	4,419
Beans (green or in brine)	194	249	164	120
Peas (green)	1,090	840	468	230
Potatoes (white or Irish)	3,126	393	1,016	1,310
Garlic	210	188	190	159
Turnips	482	420	656	656
Tomatoes (natural state)	3,253	3,589	1,554	1,249
Onions	130	566	48	89
Other vegetables (fresh)	1,125	984	575	606
Grand Total	44,752	35,526	27,526	31,806

Source: Bureau of Foreign and Domestic Commerce, as published in the  
Statistical Abstract.





## CHAPTER IV

### GENERAL INFORMATION

#### Trade Associations

The Wholesale Fresh Fruit and Vegetable Distributive Industry is highly organized. The following four leading trade associations were active in formulating a code for the Industry:

(1) The National League of Commission Merchants of the United States, organized January 6, 1893, reported a membership 530 as of January 15, 1934. This association claims to handle 538,712 carloads annually of the products of the Industry, or more than 50 per cent of the total.

(2) The American Fruit and Vegetable Shippers' Association reported 20,645 members as of January 30, 1934. This number includes 18 cooperative growers' associations. No data have been submitted as to the date of its organization nor the volume of business handled annually.

(3) The International Apple Association, which was organized on August 15, 1929, has a reported membership of 11,764 growers and shippers who are organized into 26 apple and pear cooperative associations, exchanges, and marketing organizations. No data have been submitted on the annual volume of business handled.

(4) The Western Fruit Shippers' Association of America is composed primarily of shippers. No data have been submitted by it on the date of organization, number of members, and volume of business.

#### Labor Organization in the Industry

Large groups of employees in this Industry are not organized. Those employees who are members of unions consist generally of truck drivers, teamsters, and others engaged in allied transportation activities. Chicago and New York are said to have strong unions, with possibly some existing also in Boston, Philadelphia, San Francisco, and other large cities.

#### List of Experts

##### 1. Industry Members:

E. W. J. Hearty, Chairman,  
National Fresh Fruit and Vegetable Council,  
99 Hudson Street,  
New York, New York.

Wm. L. Wagner, Secretary,  
Western Fruit Jobbers' Association  
1425 South Racine Street,  
Chicago, Illinois.

L. J. Keach, former Chairman,  
Code Authority,  
108 South Delaware Street,  
Indianapolis, Indiana.



Horace E. Herr, Secretary,  
National League of Commission Merchants,  
512 F Street, N. W.,  
Washington, D. C.

George Lafbury, President  
National League of Commission Merchants,  
Pittsburgh, Pennsylvania.

Aubrey Milam, President,  
Green-Milam Company,  
Atlanta, Georgia.

E. S. Briggs, Manager,  
American Fruit and Vegetable Shippers' Association,  
1425 South Racine Street,  
Chicago, Illinois.

Robert W. Nix, Vice President,  
John Nix and Company,  
New York, New York.

John A. Martin, General Manager,  
Wesco Foods Company,  
1425 South Racine Street,  
Chicago, Illinois.

R. G. Phillips, Secretary,  
International Apple Association,  
1108 Mercantile Building,  
Rochester, New York

## 2. Government Officials:

R. C. Butner,  
Senior Marketing Specialist,  
Special Crops Section, AAA,  
Washington, D. C.

W. B. White,  
U. S. Food and Drug Administration,  
Department of Agriculture,  
Washington, D. C.

Porter Taylor,  
Special Crops Section, AAA,  
Washington, D. C.

E. L. Markell,  
Special Crops Section, AAA,  
Washington, D. C.

Charles H. Walleigh,  
Bureau of Agricultural Economics,  
Department of Agriculture,  
Washington, D. C.



W. A. Sherman, Associate Chief,  
Bureau of Agricultural Economics,  
Division of Fruits and Vegetables,  
U. S. Department of Agriculture,  
Washington, D. C.

F. G. Robb, Chief,  
Division of Fruits and Vegetables,  
Bureau of Agricultural Economics,  
U. S. Department of Agriculture,  
Washington, D. C.





